

## OVERLAMINATED PRESSURE-SENSITIVE ADHESIVE CONSTRUCTIONS

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### ABSTRACT OF THE DISCLOSURE

Overlaminated faceless PSA label constructions of this invention comprise a low material cost, thin prelaminate PSA construction having a layer of pressure-sensitive material disposed on a release surface of a removable substrate, and a nonblocking continuous film disposed over a surface of the layer of pressure-sensitive adhesive to render the pressure-sensitive adhesive tack free. An optically transparent overlaminated film layer is disposed over the nonblocking continuous film, and a printed indicia is interposed between the overlaminated film layer and nonblocking continuous film. The prelaminate PSA construction does not include a conventional facestock formed from paper, cardboard or plastic, and is highly conformable. The overlaminated film layer can be applied to the prelaminate faceless PSA construction by pressure lamination, via a further PSA layer interposed between continuous film and the overlaminated film layer, or by heat and pressure by forming one of the continuous film or overlaminated film layers from a heat-activatable material that itself forms a laminating adhesive surface. Alternatively, the overlaminated film layer can be applied to the prelaminate PSA construction as a film-forming material. The overlaminated PSA construction has a sufficient Gurley stiffness to permit high-speed converting and dispensing by peel plate equipment without sacrificing the high degree of conformity provided by the underlying prelaminate PSA construction.

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